

# Welcome!



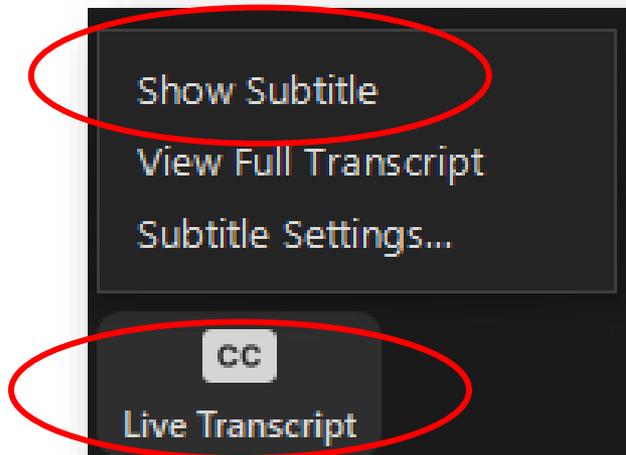
## **Veteran Federal & State Small Business Program Overview**

June 7, 2022

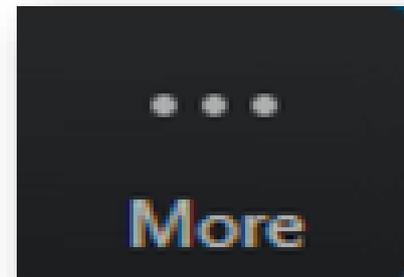


# Live Transcription and/or Closed Captioning

- Go to bottom of the screen and select “Live Transcript” option
- Select “Show Subtitle”



- Click on the option of 3 dots/More at the bottom of your screen
- Select “Live Transcript”
- Select “Show Subtitle”



# Things to Consider

- All attendees are in “listen only” mode (automatically muted and cameras are off)
- **All communication & questions must be typed & submitted through the Q&A window** (find it at the bottom of your screen)
- We will engage in couple of Polls at the end of the presentation
- We will share information about upcoming workshops, resources, including how to connect with today’s presenter(s) & how to get today’s slide presentation(s)
- We will conduct a Q&A session after each speaker to address as many questions as possible.

# GUEST SPEAKER

## Caroline Henson

Business Development Specialist &  
Veteran's Business Development Officer



U.S. Small Business  
Administration

# GUEST SPEAKER

**Danielle Davis**

VSBE Compliance Manager



**Maryland**

GOVERNOR'S OFFICE  
OF SMALL, MINORITY & WOMEN  
BUSINESS AFFAIRS



# Maryland

GOVERNOR'S OFFICE  
OF SMALL, MINORITY & WOMEN  
BUSINESS AFFAIRS

## **Veteran-Owned Small Business Enterprise (VSBE) Program Overview**

*Presented by*

**Danielle Davis**  
**VSBE Compliance Manager**



# Governor's Office of Small, Minority & Women Business Affairs

- Connect small businesses to greater economic opportunities
- Oversight, monitoring, and compliance of three socioeconomic procurement programs across 70 state agencies/departments
- Conduct statewide outreach and training programs
- Host online resources for small business growth and development

<https://gomdsmallbiz.maryland.gov>

# State Procurement Programs

## Small Business Reserve (SBR) Program

- Prime contracting program
- 15% set-aside
- Race and gender neutral
- State-defined small business eligibility standards apply
- Online certification process (eMMA)
- Annual renewal

## Minority Business Enterprise (MBE) Program

- Subcontracting program
- 29% aspirational goal
- Race and gender specific
- Application-based certification process
- Annual renewal

## Veteran-Owned Small Business Enterprise (VSBE) Program

- Subcontracting program
- 1% minimal goal
- 3-Step certification process includes **verification** of veteran status
- Annual renewal

*MBEs and VSBEs are encouraged to perform as a prime contractor.*

# VSBE Program

<https://gomdsmallbiz.maryland.gov/Pages/VSBE-Program.aspx>

Enter search term

Home MBE PROGRAM SBR PROGRAM VSBE Program RESOURCES PROCUREMENT FORECAST

 GOVERNOR'S OFFICE OF  
**Small, Minority & Women Business Affairs**

Facebook YouTube Twitter

## Quick Links

- About Us
- FAQs
- Legislation and Policy
- Outreach
- News
- Reports
- Contact Us
- Recent

## Resources for Veteran Entrepreneurs:

- MILITARY-TRANTION.ORG
- PROJECT OPPORTUNITY
- SBA'S OFFICE OF VETERANS BUSINESS DEVELOPMENT
- SBA'S BOOTS TO BUSINESS
- THE ROSIE NETWORK
- VETERAN WOMEN IGNITING THE SPIRIT OF ENTREPRENEURSHIP

## Veteran-Owned Small Business Enterprise (VSBE) Program

**ATTENTION:** Due to a VSBE Program enhancement the week of June 6, 2022, we will not take any new applications from June 6-10, 2022. Check back for more updates. If you have any questions, you may contact the VSBE Program Compliance Manager, Danielle Davis at 443-346-0717.

### Overview

Maryland's VSBE Program provides contracting opportunities on state-funded procurements for qualified veteran-owned small businesses. Designated agencies and departments are directed to spend at least 1% of the dollar value of their procurement contracts with certified VSBE firms.

Only the work of a certified VSBE firm, performing as either a prime contractor or a subcontractor, can be counted toward an established VSBE contract goal. There is no cost to obtain certification, and once certified, firms must renew annually.

The number of certified vendors in the VSBE Program, and the diversity of products and services they provide, makes a big impact on how VSBE goals are set on a contract. Increasing the VSBE vendor pool will ultimately lead to increased VSBE goals on state-funded contracts.

### Eligibility Standards

Businesses seeking to participate in the VSBE Program must (1) meet the size standards adopted by the United States Small Business Administration in 13 C.F.R. 121.201 and any subsequent revision of that regulation, and; (2) must be at least 51% owned and controlled by one or more individuals who are veterans. A veteran is defined as an individual who is verified as having served on active duty in the armed forces of the United States, other than for training, and was discharged or released under conditions other than dishonorable.

### Certification in the VSBE Program requires three (3) steps:

- STEP 1: Vendor Registration
- STEP 2: Veteran Verification
- STEP 3: VSBE Certification

### Vendor Registration

- VSBE firms must be registered as a vendor on the state's e-Procurement platform - eMaryland Marketplace Advantage (eMMA). Vendors registered in eMMA receive email notices of procurement opportunities from state agencies and departments valued over \$15,000. County and local governments use the platform to advertise their procurements as well. There is no cost to register in eMMA.

## QUICK LINKS

- Maryland Department of Veterans Affairs
- Federal Vets First Verification Program
- eMaryland Marketplace Advantage
- VSBE Liaison Directory

**ATTENTION:** If you are experiencing problems with certification or recertification in eMMA, assistance is available from a VSBE Administrator by calling 410-697-9600.



# The VSBE Program

## Overarching Goal

Enhance opportunities for veteran-owned small business to perform as prime contractors and subcontractors within the state contracting arena.

## Overview

- Enacted in 2010
- 1% statewide goal minimum
- 52 participating agencies/departments
- Veteran verification required
- For profit small businesses only
- \$31M paid to VSBE's in FY2020

# VSBE Participation & Goals

- Participation may be obtained directly (prime contractors) or indirectly (subcontractors).
  - May be applied to IFBs and RFPs.
  - May be applied to individual task orders competitively procured under a master contract.
- 
- VSBE goals are evaluated on a contract-by-contract basis.
  - Procurement officers look in eMMA, and other databases to assess the potential vendors.
  - Increasing the number of certified VSBE vendors will ultimately result in higher contract goals.

## Recent Statute and Policy Activities

- Added a state-based verification process and online process now in eMMA
- Requires VSBE vendors to now be for-profit
- VSBE Advisory Committee
  - Align regulations with the MBE Program
- Added VSBE Liaisons Directory from all participating agencies



# VSBE Certification

## 3 Step Process

### STEP 1- REGISTRATION

Register as a vendor in eMMA; Identify interest in VSBE under  
“Procurement Programs”  
Complete “Vendor Registration”

### STEP 2- VERIFICATION

Verify veteran status through one of the 2 accepted verification  
units: Maryland Department of Veterans Affairs or US  
Department of Veterans Affairs (Federal CVE)

### STEP 3- CERTIFICATION

Complete VSBE Application  
(Under “Documents,” complete the VSBE Application and entering your valid  
Veteran Verification number)

Once the vendor is approved, they will be assigned a VSBE Certification  
Number (VBXX-XXXXXX)

# eMaryland Marketplace Advantage

All solicitations over \$15,000 must be publicly posted (advertised) on eMaryland Marketplace Advantage (eMMA).

<https://emma.maryland.gov/>

Welcome to eMaryland Marketplace Advantage (eMMA)



eMaryland Marketplace Advantage

eMMA is Maryland's new online procurement platform used to connect the vendor community with contracting opportunities from state, county, and local government entities. Registered vendors will receive notices of bid opportunities, can submit bid responses online, and may obtain bid results online.

Qualified vendors may also complete the self-certification process for the Small Business Reserve (SBR) Program and Veteran-owned Small Business Enterprise (VSBE) Program.

eMMA facilitates an open, transparent, and efficient procurement process. We look forward to doing business with you!

Additional information can be found in the [Frequently Asked Questions](#) and [Quick Reference Guides](#). Any questions please contact the eMMA Help Desk at [eMMA.helpdesk@maryland.gov](mailto:eMMA.helpdesk@maryland.gov).

### LOGIN

Login\*

Login must have a value

Password\*

State SSO Login(SecureAuth) MDoT SSO Login(MSAzure)

Lost your password?



New Vendor? Register Now



Public Solicitations



Public Contracts



Vendor Search

# eMaryland Marketplace Advantage

Welcome to eMaryland Marketplace Advantage (eMMA)



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## LOGIN

Login\*

Password\*

Login

State SSO  
Login(SecureAuth)

MDot SSO  
Login(MSAzure)

[Lost your password?](#)



[New Vendor? Register Now](#)



[Public Solicitations](#)



[Public Contracts](#)



[Vendor Search](#)



# VSBE Application

Answer 4 questions and select Veteran Verification Type.

Edit document : Attestations & General Documents

[Save](#) | [Archive](#)

Document

of Veteran Affairs.  
[CLICK HERE](#) to request Federal Vets First CVE through U.S. Department of Veterans Affairs.

Is at least 51% of this business owned and controlled by one or more veteran(s) or disabled veteran(s)? ⓘ \*

**a**

Does your company meet the size standards adopted by the United States Small Business Administration? ⓘ \* [USSBA Size Standards Tool](#)

**b**

Is it a for-profit business? ⓘ \*

**c**

Veteran Verification Type ⓘ \*

**d**

[VSBE Program Terms](#)

# VSBE Application

## Two options for the Veteran Verification:

Vendors are able to enter either their Federal SAMS UEI # (12 digits)

Vendors are able to be verified with the Maryland Department of Veteran Affairs with the Veteran Verification form and upload their veteran supporting documentation

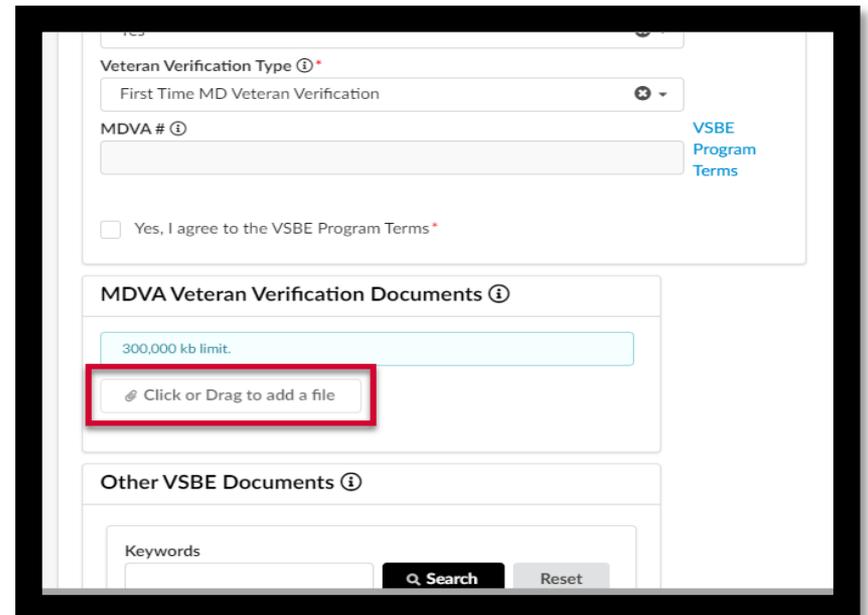


Veteran Verification Type ⓘ\*

Federal Veteran Verification ⓘ

Vets First CVE ⓘ\*

[VSBE Program Terms](#)



Veteran Verification Type ⓘ\*

First Time MD Veteran Verification ⓘ

MDVA # ⓘ

[VSBE Program Terms](#)

Yes, I agree to the VSBE Program Terms\*

MDVA Veteran Verification Documents ⓘ

300,000 kb limit.

Click or Drag to add a file

Other VSBE Documents ⓘ

Keywords



# Doing Business with the State of Maryland

## Things You Need to Know

1. Your business must be in “Good Standing.”
2. The State of Maryland doesn’t buy anything; agencies & departments procure things.
3. All solicitations over \$15,000 must be posted on eMaryland Marketplace Advantage (eMMA).
4. Virtually all contracts are evaluated for small, minority, women and veteran-owned business inclusion.
5. Certification in a socioeconomic programs offers a competitive advantage, it is not a guarantee.



# Procurement Levels and Categories

**Small Procurements \$0-\$50,000** / **Formal Procurements +\$50,000**

**Small Procurement**  
- *Category I*

**Small Procurement**  
- *Category II*

**Small Procurement**  
- *Category III*

**Formal Procurement**

# Procurement Levels and Categories

## Direct Solicitation Method

### Small Procurement *Category I*

- \$5,000 or less
- Can use oral, written, or published solicitation to obtain quotes
- Encouraged to solicit quotes from small & minority businesses
- Award is based on the procurement officer's judgement

### Small Procurement *Category II*

- \$5,001 - \$15,000
- Can use oral, written, or published solicitation to obtain quotes
- Encouraged to solicit quotes from small & minority businesses
- Award is based on the procurement officer's judgement

# Procurement Levels and Categories

## Bid/Proposal Solicitation Method

### Small Procurement *Category III*

- \$15,001 - \$50,000
- Written solicitation required
- Must be published on eMMA
- Must try to get a least 2 valid quotes
- Awarded to the lowest/best **responsive & responsible** bidder/offeror

### Formal Procurement

- \$50,000+
- Written solicitation required
- Must be published on eMMA
- Must try to get a least 2 valid quotes
- Awarded to the lowest/best **responsive & responsible** bidder/offeror

# Liaison Directories

Enter search term



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SBR PROGRAM

VSBE Program

RESOURCES

PROCUREMENT FORECAST



GOVERNOR'S OFFICE OF  
**Small, Minority &  
Women Business Affairs**



## Quick Links

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Forecast Database (internal use only)

Forecast Filters (internal use only)

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# Liaison Directories

## Point of Contact & Point of Entry

### VSBE Liaison Directory

<u>Reporting Agency</u>	VSBE Liaison Name/Contact Info	Address
Aging	Pamela Sidle <a href="mailto:pamela.sidle@maryland.gov">pamela.sidle@maryland.gov</a> 410-333-7943	301 West Preston Street, Suite 1007 Baltimore, MD 21201
Aging	Alexandra Baldi <a href="mailto:alexandra.baldi@maryland.gov">alexandra.baldi@maryland.gov</a> 410-767-1102	301 West Preston Street, Suite 1007 Baltimore, MD 21201
Agriculture	VACANT	
Archives	Teresa D. Fawley <a href="mailto:teresa.fawley@maryland.gov">teresa.fawley@maryland.gov</a> 410-260-6405	350 Rowe Boulevard Annapolis, MD 21401
Assessments & Taxation	Tara Gray <a href="mailto:tara.gray@maryland.gov">tara.gray@maryland.gov</a> 410-767-1194	300 West Preston Street Baltimore, MD 21201
Attorney General's Office	Janice Clark <a href="mailto:jclark@oag.state.md.us">jclark@oag.state.md.us</a> 410-576-6442	200 St. Paul Place Baltimore, MD 21202
Budget & Management	Thomas McLamore <a href="mailto:thomas.mclamore@maryland.gov">thomas.mclamore@maryland.gov</a> 410-260-7663	45 Calvert Street, 1st Floor Annapolis, MD 21401-1907
Canal Place Preservation	VACANT	
Commerce	Tonya Wigfall <a href="mailto:tonya.wigfall@maryland.gov">tonya.wigfall@maryland.gov</a> 410-767-6869	410 East Pratt Street Baltimore, MD 21202
Commission on Civil Rights	Rosina Garrett <a href="mailto:rosinay.garrett@maryland.gov">rosinay.garrett@maryland.gov</a> 410-767-8567	6 St. Paul Street, Suite 900 Baltimore, MD 21202-1631
Comptroller	Patti Tracey <a href="mailto:ptracey@marylandtaxes.gov">ptracey@marylandtaxes.gov</a> 410-260-7220	80 Calvert Street Annapolis, MD 21401-0466

# Upcoming Webinars and Outreach Workshops

## **Veteran & Military Spouse Program and Resources (Virtual)**

[June 14, 2022 - Women Veteran & Military Spouse Owned Small Business Resources](#)

## **Ready, Set , GROW! Procurement Connections Workshops (Virtual)**

[Wednesday, June 15, 2022 @ 10 a.m.](#)

## **Doing Business with Maryland Casinos (In-person)**

[June 21, 2022 – MGM National Harbor](#)

[June 22, 2022 – Live! Casino](#)

[June 23, 2022 – Horseshoe Casino](#)

**REGISTER NOW**

## **Technical Training Classroom Webinars (Virtual)**

[June 28, 2022 – Proposal Writing 1: Reading A Solicitation](#)

[June 30, 2022 – Proposal Writing 2: Developing An Outline](#)

# Technical Training Classroom and Events

## Business Events

Stay connected to the many opportunities for training, networking, and business development that are taking place across Maryland and on virtual platforms. Here is a highlight of some of the events coming up this month.

- 06/03/2022 - [Business Lending Unit - MD Department of Housing & Community Development](#)
- 06/07/2022 - [MBE/DBE Application Assistance Workshop](#)
- 06/07/2022 - [Veteran Federal & State Small Business Programs Overview](#)
- 06/09/2022 - [36th Annual Small Business Week Awards](#)
- 06/13/2022 - [Federal Proposal Development - A focus on the Technical Proposal](#)
- 06/14/2022 - [Fast Cash Strategies for Small Businesses](#)
- 06/15/2022 - [Ready, Set, GROW! Procurement Connections Workshop](#)
- 06/21/2022 - [Introduction to Entrepreneurship \(in Spanish\)](#)
- 06/23/2022 - [Developing Financial Projections for Your Small Business](#)
- 06/28/2022 - [Proposal Writing Part 1 - Reading a Solicitation](#)
- 06/30/2022 - [Proposal Writing Part 2 - Developing an Outline](#)



Check out the full listing of small business events online at [goMDsmallbiz.maryland.gov](http://goMDsmallbiz.maryland.gov).



# Resources

## **Maryland's Office of Minority Business Enterprise (OMBE)**

<https://www.mdot.maryland.gov/tso/pages/Index.aspx?PageId=90>

## **Maryland Small Business Development Center (SBDC)**

<https://www.marylandsbdc.org/>

## **Mid-Atlantic Veterans Outreach Business Center (VBOC)**

<https://midatlanticvboc.com/>

## **Small Business Administration (SBA)**

<https://www.sba.gov/about-sba/sba-locations/headquarters-offices/office-veterans-business-development>

## **Maryland Procurement Technical Assistance Center (PTAC)**

<https://www.mdptac.org/>

## **SCORE**

<https://www.score.org/>

## Maryland Department of Housing & Community Development (DHCD) Business Lending

<https://dhcd.maryland.gov/Business/Pages/default.aspx>

## Neighborhood BusinessWorks

- Maryland DHCD's Small Business Loan Program est. 1995
- Flexible Financial Support of Small Business
- Broad Range of Financing Tools
- Statutory Changes (HB 326 in 2016 Legislative Session) Enable Growth in Years Ahead

<https://dhcd.maryland.gov/Business/Pages/SmallBusinesses.aspx>

# Resources

## Maryland's State Small Business Credit Initiative (SSBCI) Program



# Resources

## Maryland's State Small Business Credit Initiative (SSBCI) Program

### Expression of Interest Form

The state of Maryland expects to open applications in the summer of 2022. Complete our Expression of Interest Form to get notified when funding is available and applications are being accepted.

[Small Business](#)

[Lender](#)

#### For more information

Contact: [dhcd.ssbcil@maryland.gov](mailto:dhcd.ssbcil@maryland.gov) or 866-266-3558



Please write & submit questions through the Q&A window  
(find it at the bottom of your screen)





**Danielle N. Davis**  
VSBE Compliance Manager  
[danielle.davis2@mayland.gov](mailto:danielle.davis2@mayland.gov)